



The background of the slide is a collage of three photographs. On the left, an older man in a white cap and glasses smiles while looking at a large map. In the center, a large group of people are seated in a room, attending a community meeting. On the right, a person is seen from the back, pointing at a map titled 'THE WATERFRONT'.

# Envision Carlsbad Planning Commission

**Community Feedback:  
Land Use Concepts**  
May 2, 2012

# Overview

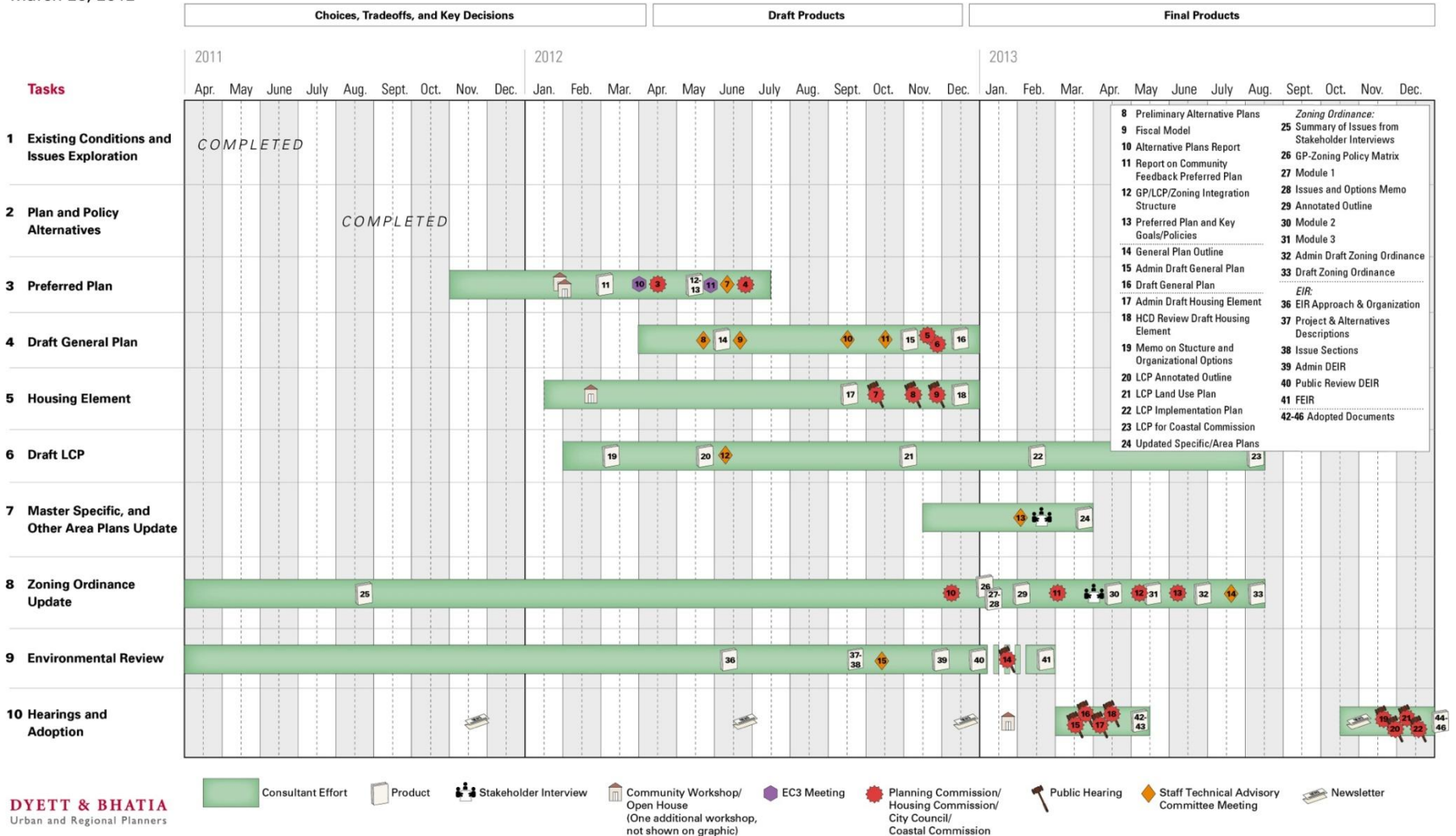
- Envision Carlsbad Status/Schedule
- Land Use Concepts Review/Recap
- **Review Community Feedback on Land Use Concepts and EC3 Recommendations**
- Public Comment
- Planning Commission discussion

# Schedule

## Envision Carlsbad Phase 2 Master Schedule

City of Carlsbad General Plan, LCP, and Zoning Ordinance Update

March 26, 2012



# Schedule

- Jan-Jul 2012
  - Prepare Preferred Plan
- Jul 2012 – Spring 2013
  - Prepare Draft General Plan, Local Coastal Program, Zoning Ordinance and EIR
- Spring 2013
  - Public Hearings for Adoption



# Planning Commission Role

- Consider community input and EC3 recommendations
- Provide direction to staff recommending a Draft Preferred Plan for City Council consideration

# Concepts Recap

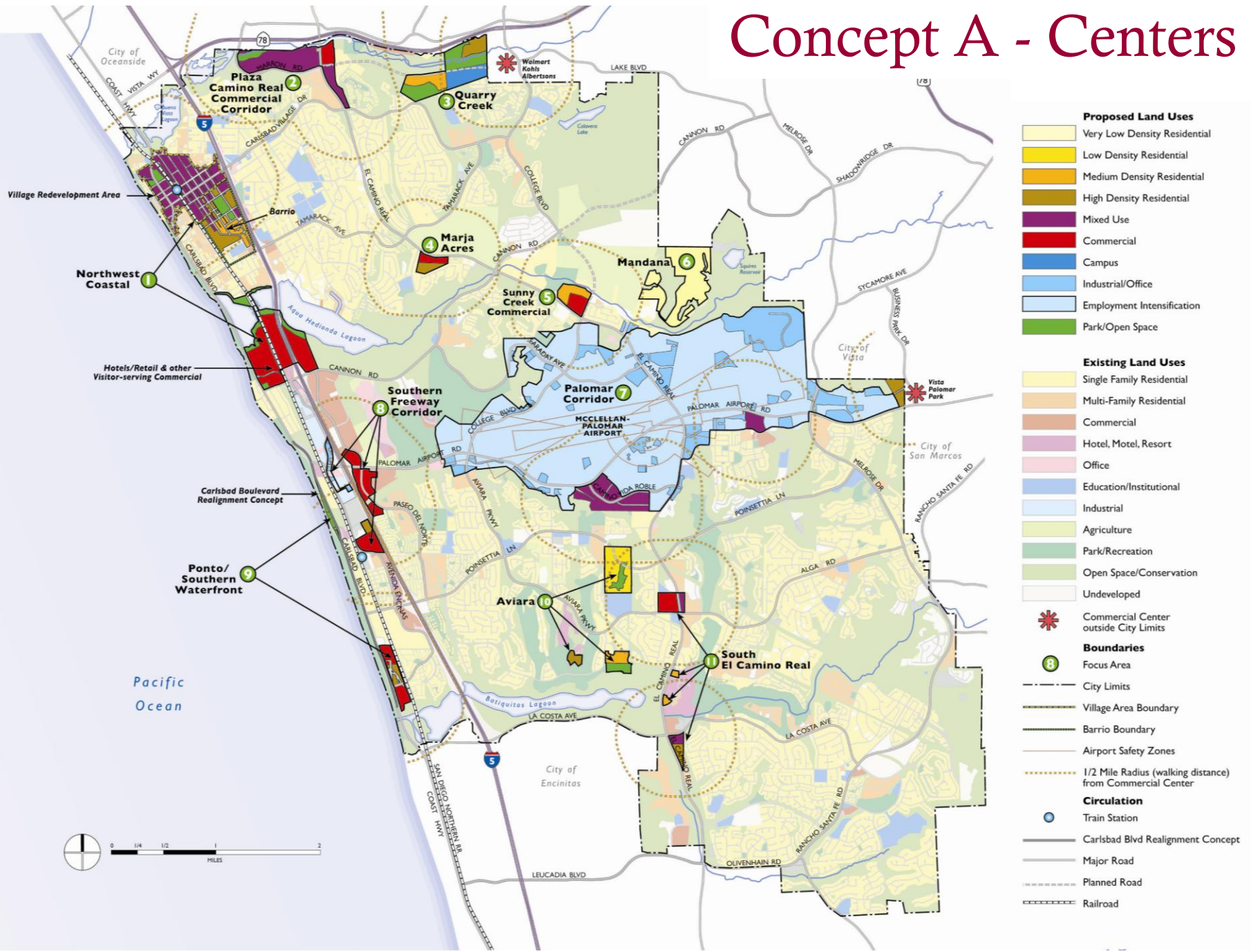
- Concept A – Centers
- Concept B – Active Waterfront
- Concept C – Core Focus



# Common Characteristics

- Creating destinations
- Employment-focused development in Palomar corridor
- Street connectivity
- Enhanced bicycle and pedestrian connections
- Continued open space development
- Preservation of existing neighborhoods

# Concept A - Centers

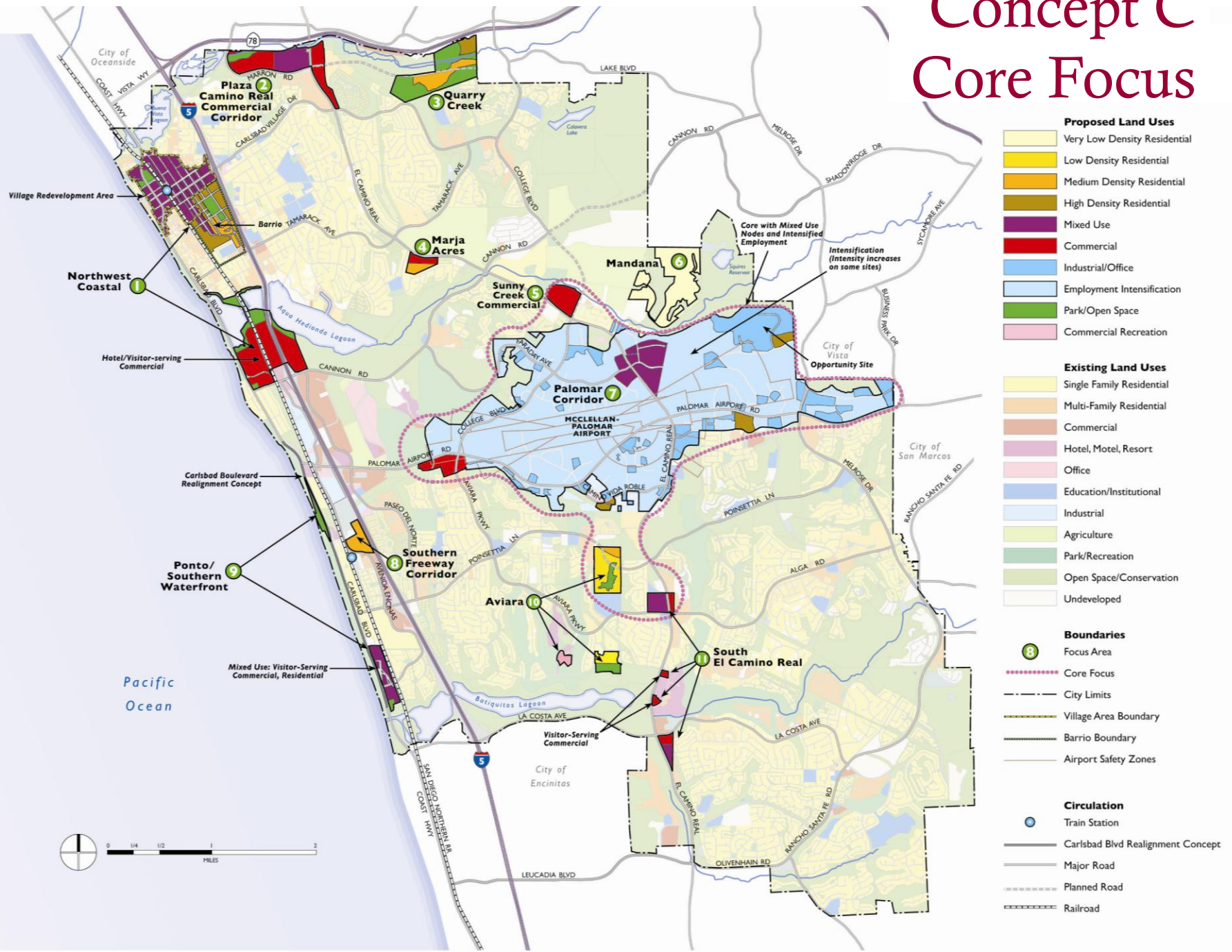








# Concept C Core Focus



# Community Feedback

- Community Workshops
  - Jan. 31 and Feb. 2
  - Approx. 395 attendees overall
- Online Survey
- Other Feedback
  - Letters submitted to City
- EC3
  - Mar. 28 and Apr. 17



# Community Feedback

**TABLE 1: SURVEY COLLECTION METHOD**

COLLECTION METHOD	NUMBER	PERCENT
January 31 Workshop	41	12%
February 2 Workshop	24	7%
Mailed/Delivered to City	36	10%
Online Survey	248	71%
<b>Total</b>	<b>349</b>	<b>100%</b>



# Results Matrix

AREA	CONCEPT
Overall	B
1	B
2	B
3	B
4	B/C (same)
5	B/C (same)

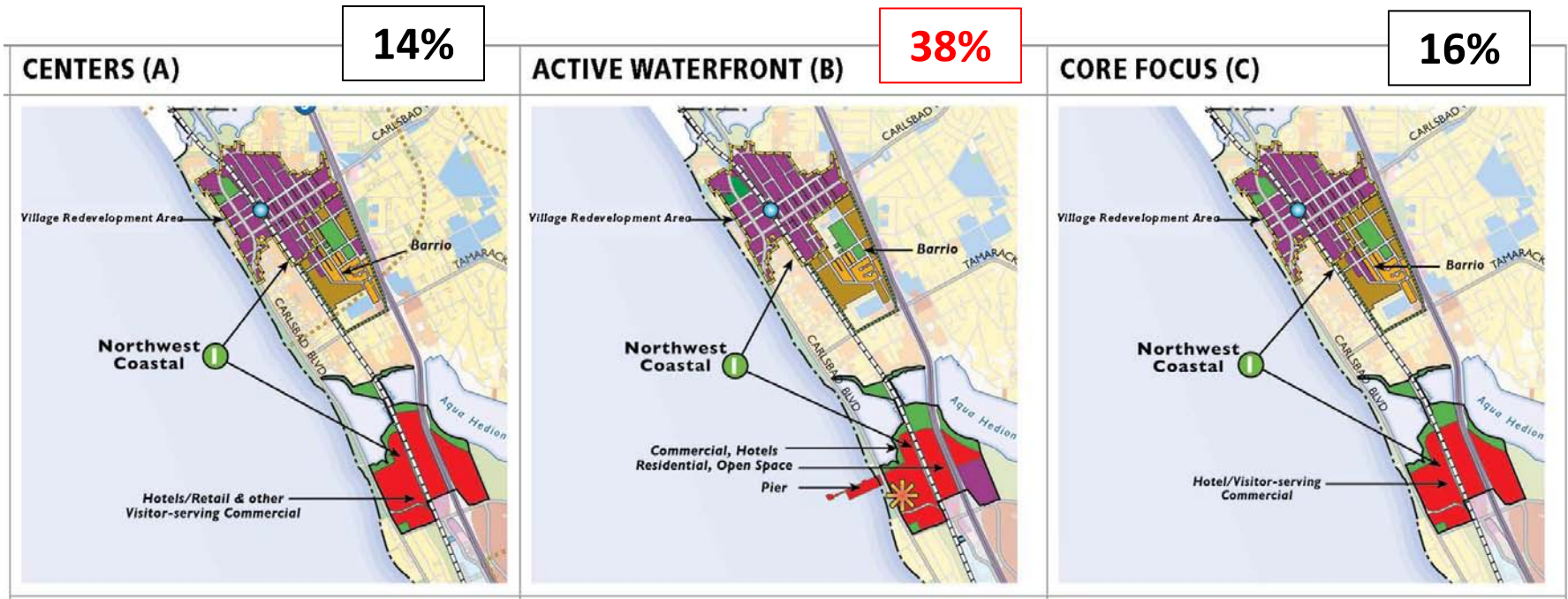
AREA	CONCEPT
6	A/B/C (same)
7	B
8	B
9	B
10	C
11	C

# Overall Strategy

Concept A Centers	15%
Concept B Active Waterfront	<b>44%</b>
Concept C Core Focus	22%
None	9%
Other	7%
Blank	3%



# Focus Area 1: Northwest Coastal



N: 13% / O: 6% / Blank: 13%

# Focus Area 1: Northwest Coastal

## EC3 Recommendation:

- Concept B, except:
  - More OS on west side of power plant along Carlsbad Blvd.
  - No mixed-use east of 1-5/ Cannon

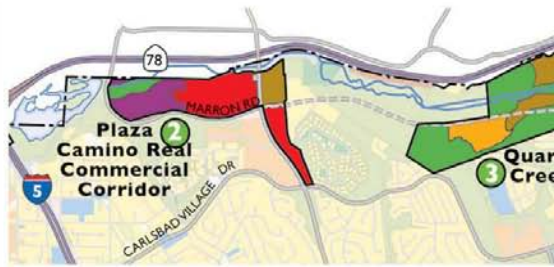


# Focus Area 2: Plaza Camino Real Commercial Corridor

19%



30%



22%



N: 11% / O: 4% / Blank: 15%



# Focus Area 2: Plaza Camino Real Commercial Corridor



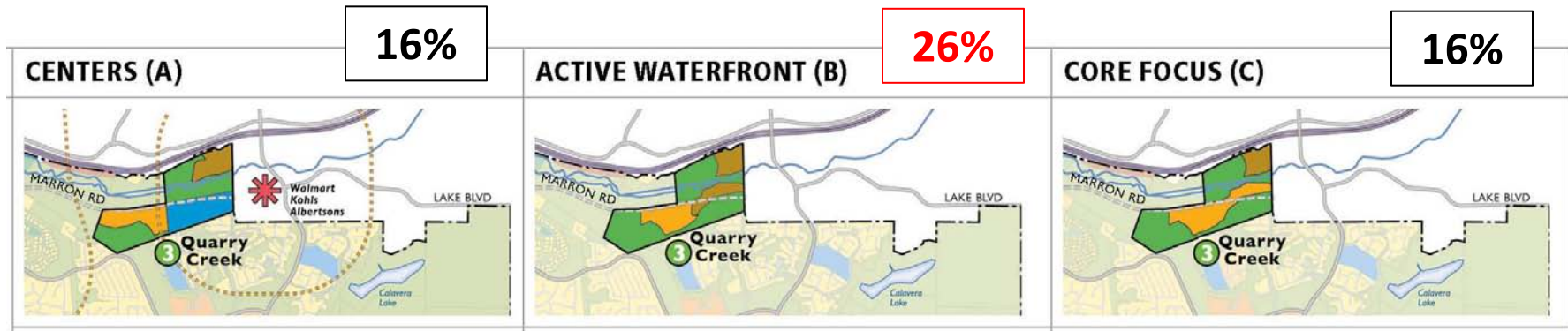
## EC3 Recommendation:

- Concept B (west of El Camino Real)
- Concept C (east of El Camino Real)

## Staff Recommendation:

- Change these parcels to Office
  - Existing designation
  - Avoid creating nonconforming uses

# Focus Area 3: Quarry Creek



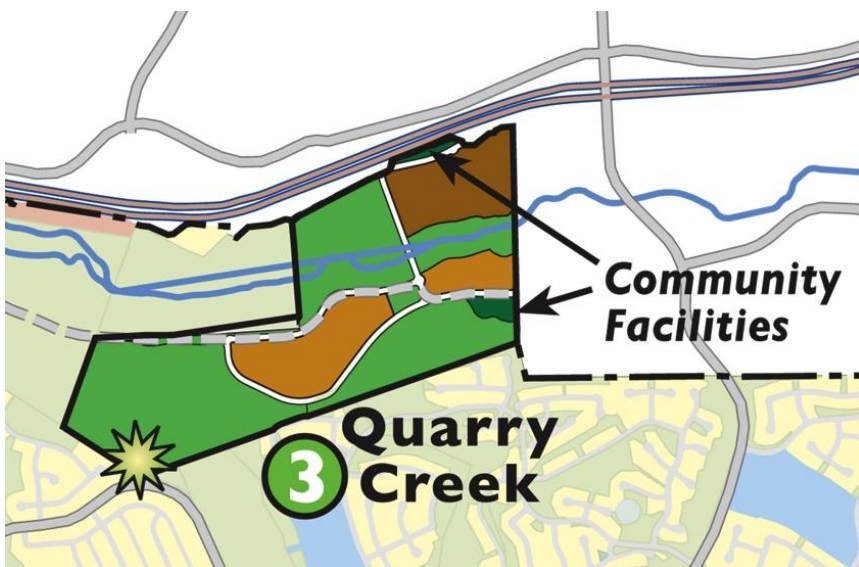
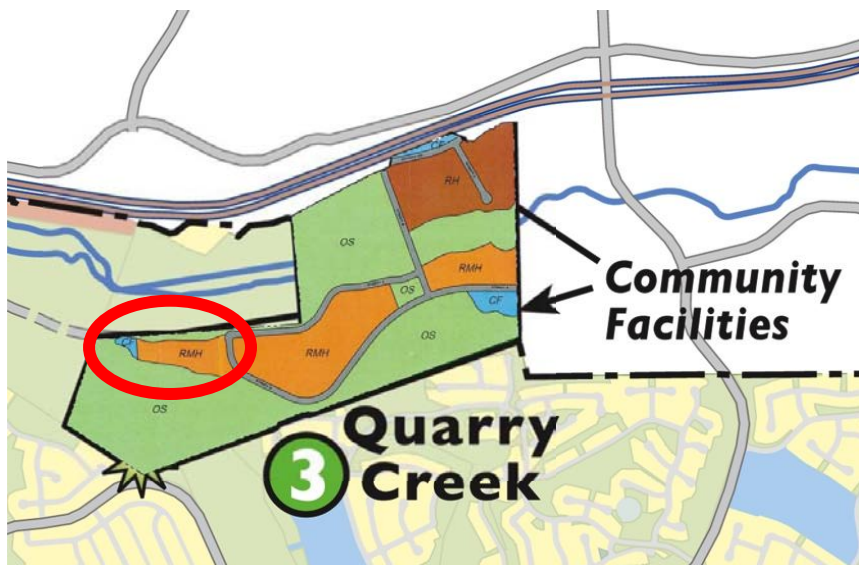
N: 21% / O: 11% / Blank: 11%



# Focus Area 3: Quarry Creek

## EC3 Recommendation:

- Modify Concept C to reflect the proposed Quarry Creek Master Plan, with the following exception:
  - Eliminate the furthest west area of medium density residential; units lost from this area should be relocated in other developable areas on the site.



Subject to HMP Constraints

# Focus Area 4: Marja Acres

10%

53%



N: 16% / O: 5% / Blank: 16%

# Focus Area 4: Marja Acres



## EC3 Recommendation:

- Concept B/C

# Focus Area 5: Sunny Creek Commercial

29%

36%



N: 14% / O: 5% / Blank: 16%



# Focus Area 5: Sunny Creek Commercial



Subject to HMP Constraints

## EC3 Recommendation:

- Concept A

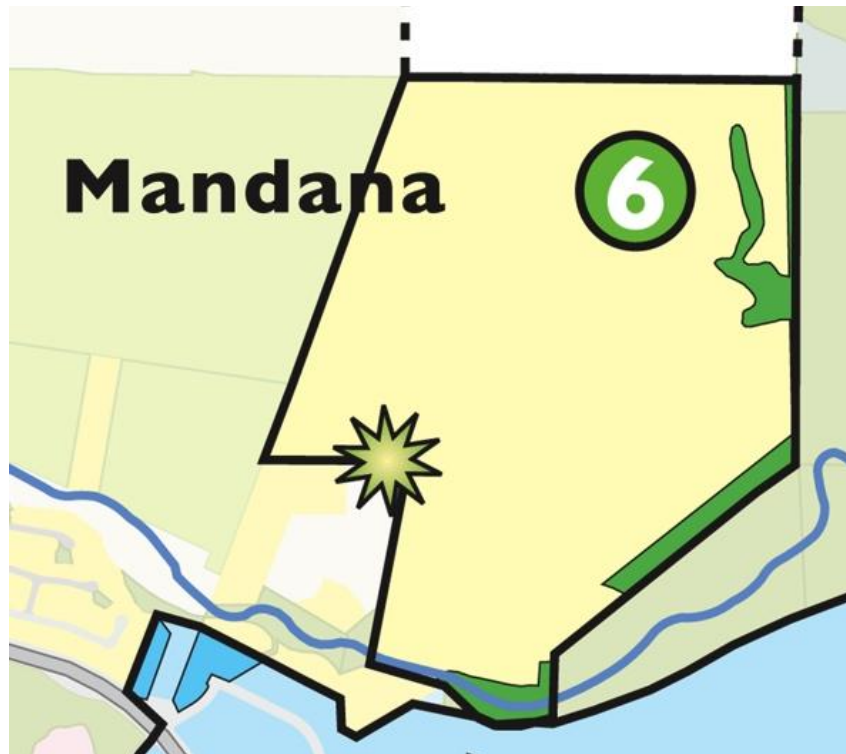
# Focus Area 6: Mandana

52%



N: 21% / O: 14% / Blank: 14%

# Focus Area 6: Mandana



Subject to HMP Constraints

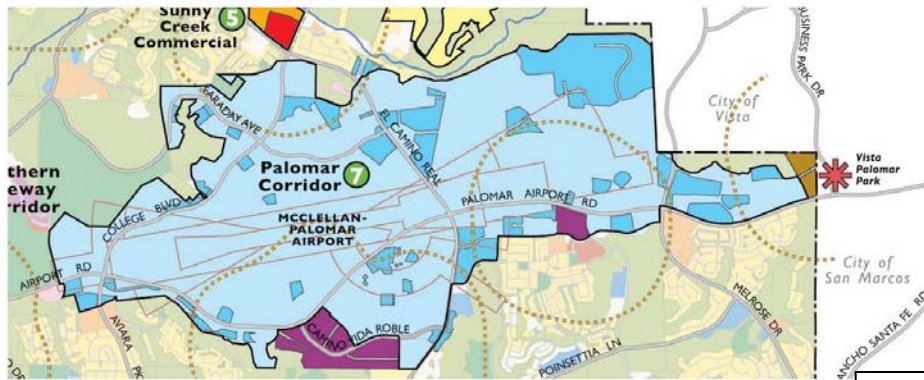
## EC3 Recommendation:

- Concept A/B/C – Leave and map as currently designated

# Focus Area 7: Palomar Corridor

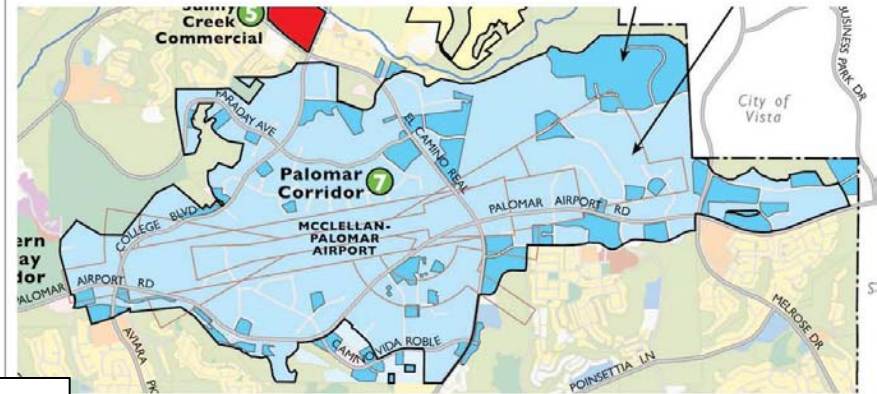
CENTERS (A)

8%



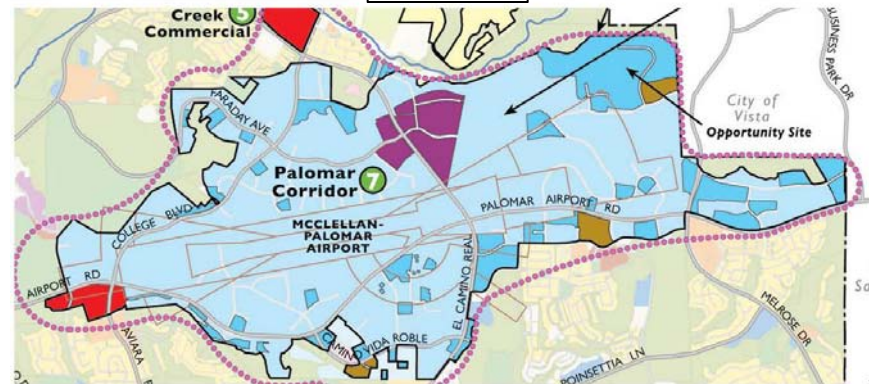
ACTIVE WATERFRONT (B)

45%



CORE FOCUS (C)

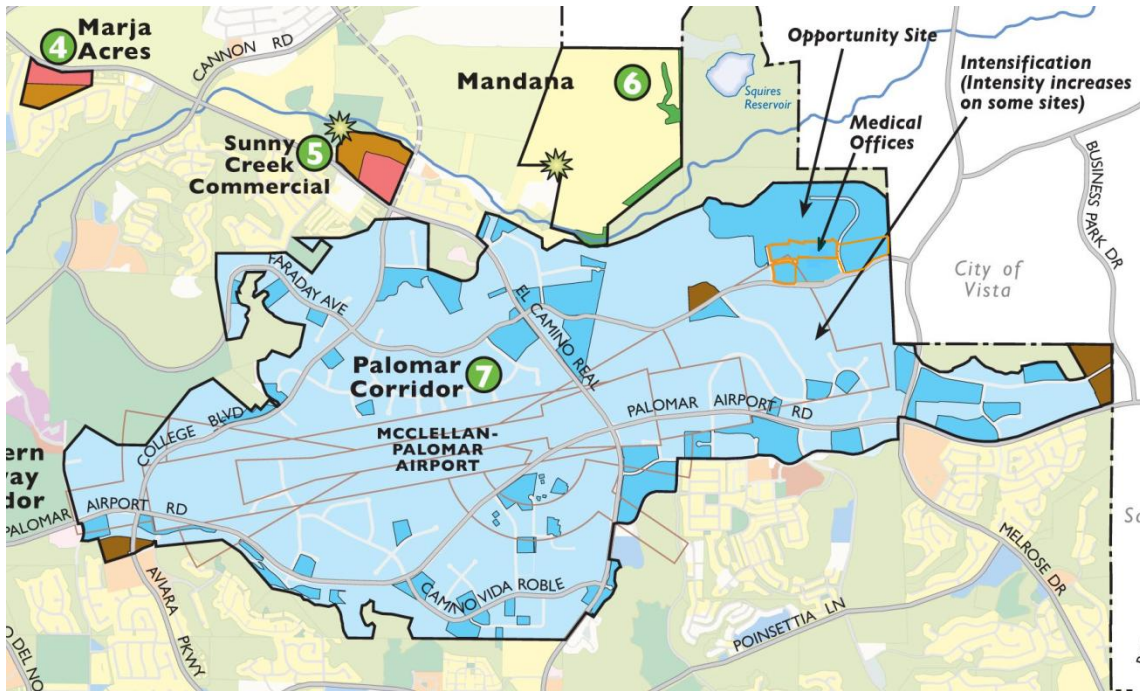
23%



N: 8% O: 3% Blank: 12%



# Focus Area 7: Palomar Corridor



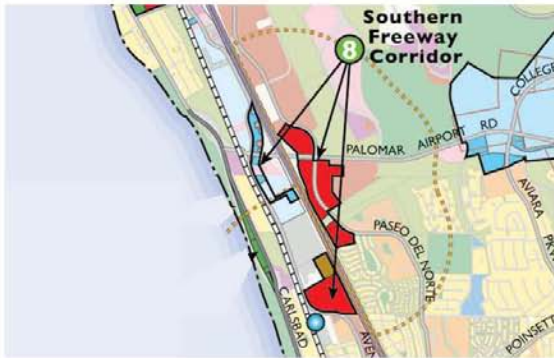
## EC3 Recommendation:

- Concept B, except:
- Parcels at eastern city boundary – high density res. (Concept A)
- Oaks North Lot 1 – high density residential
- Aviara Farms parcels – high density residential
- Allow medical office on Oaks North Lots 4,5,7,8

# Focus Area 8: Southern Freeway Corridor

**21%**

**CENTERS (A)**



**28%**

**ACTIVE WATERFRONT (B)**



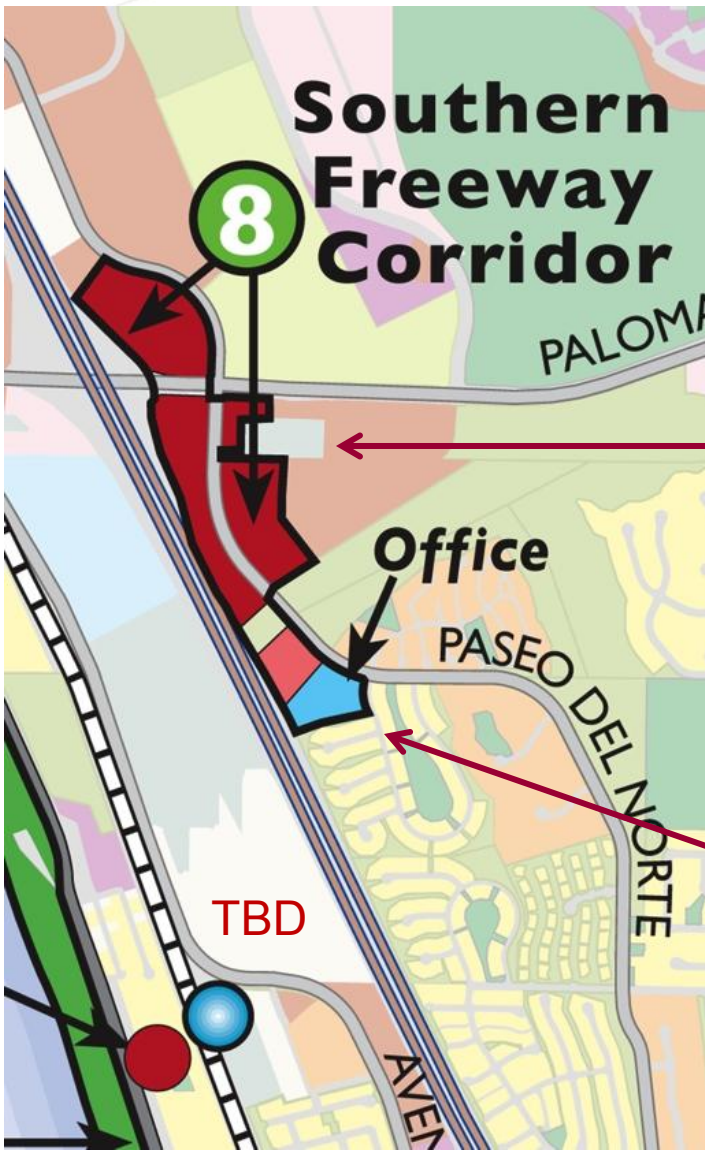
**23%**

**CORE FOCUS (C)**



N: 9% / O: 2% / Blank: 16%

# Focus Area 8: Southern Freeway Corridor



## EC3 Recommendation:

- Concept A, except Encinas site – Leave as currently designated until owner advises the city

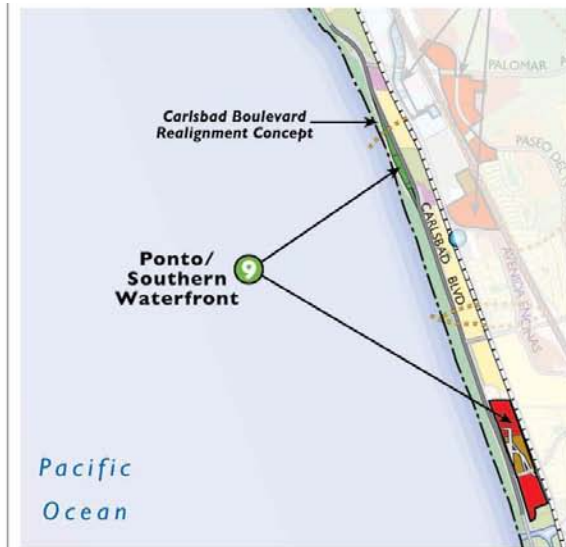
## Staff Recommendation:

- Leave parcel as currently designated
- Change southern parcels to Commercial and Office

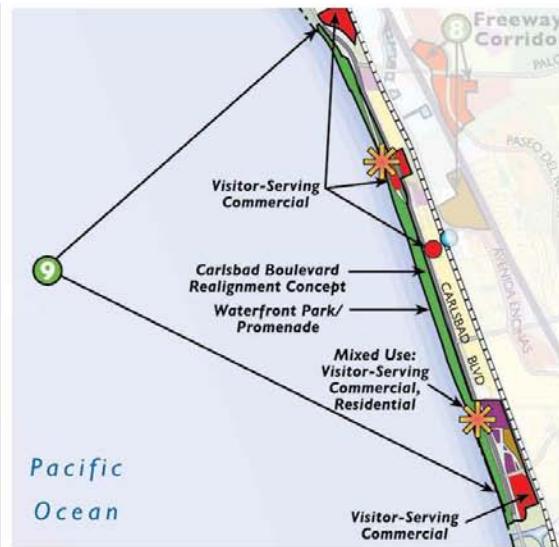


# Focus Area 9: Ponto/Southern Waterfront

5%



45%



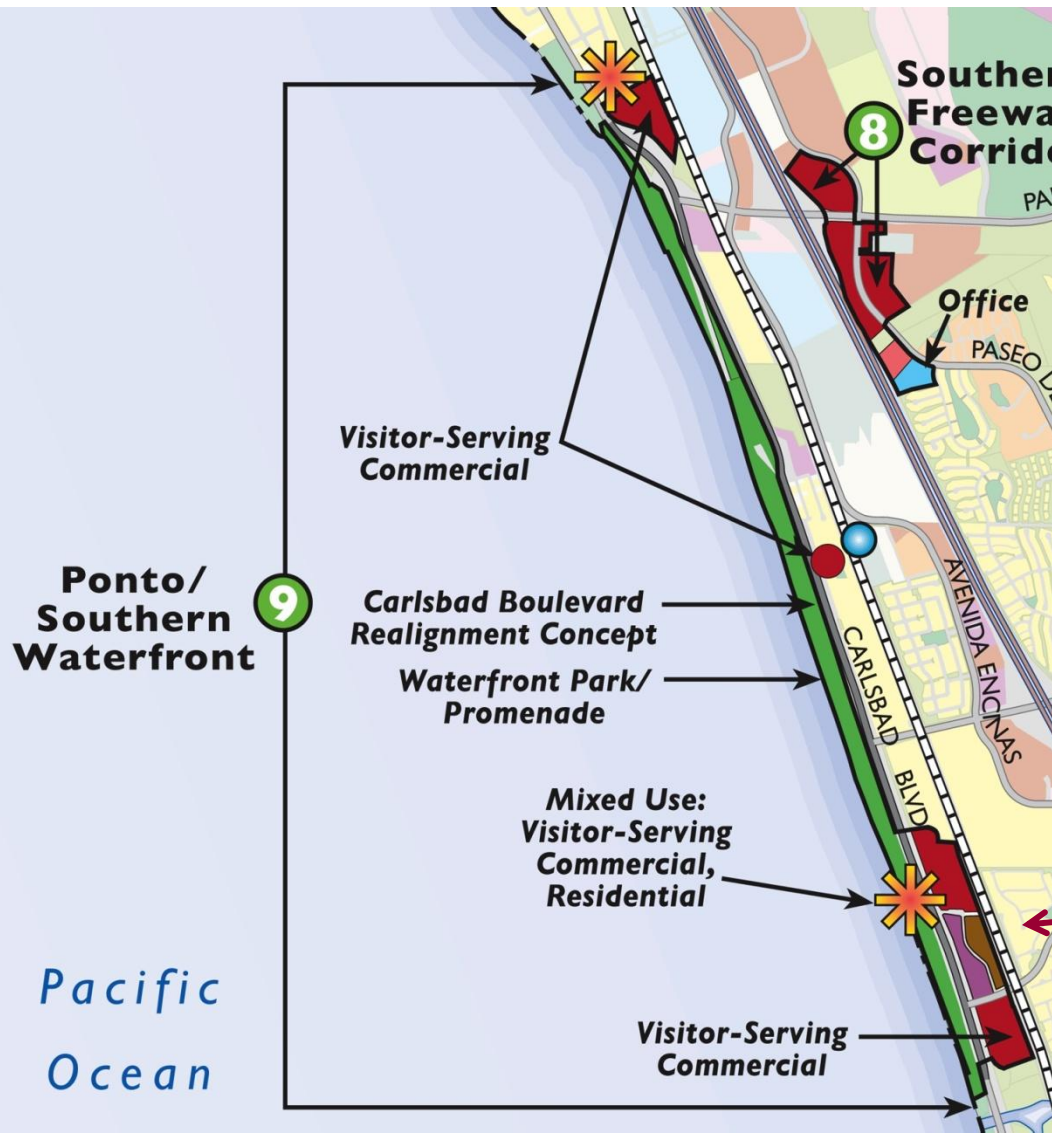
21%



N: 11% / O: 4% / Blank: 14%



# Focus Area 9: Ponto/Southern Waterfront



## EC3 Recommendation:

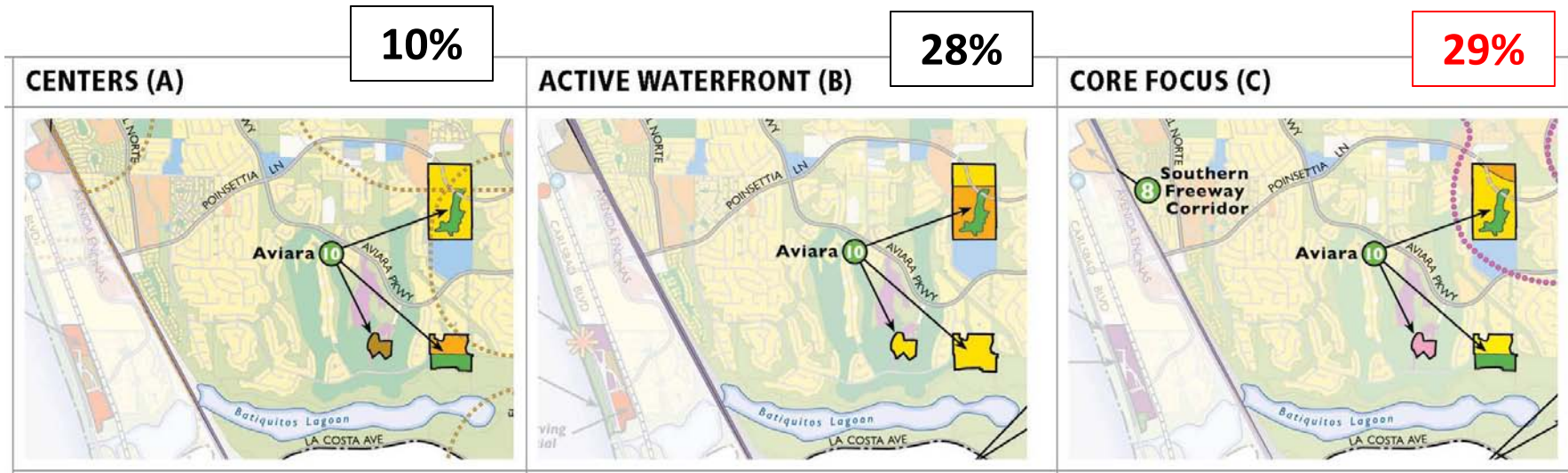
- Concept B

## Staff Recommendation:

- Update Ponto to reflect Ponto Vision Plan

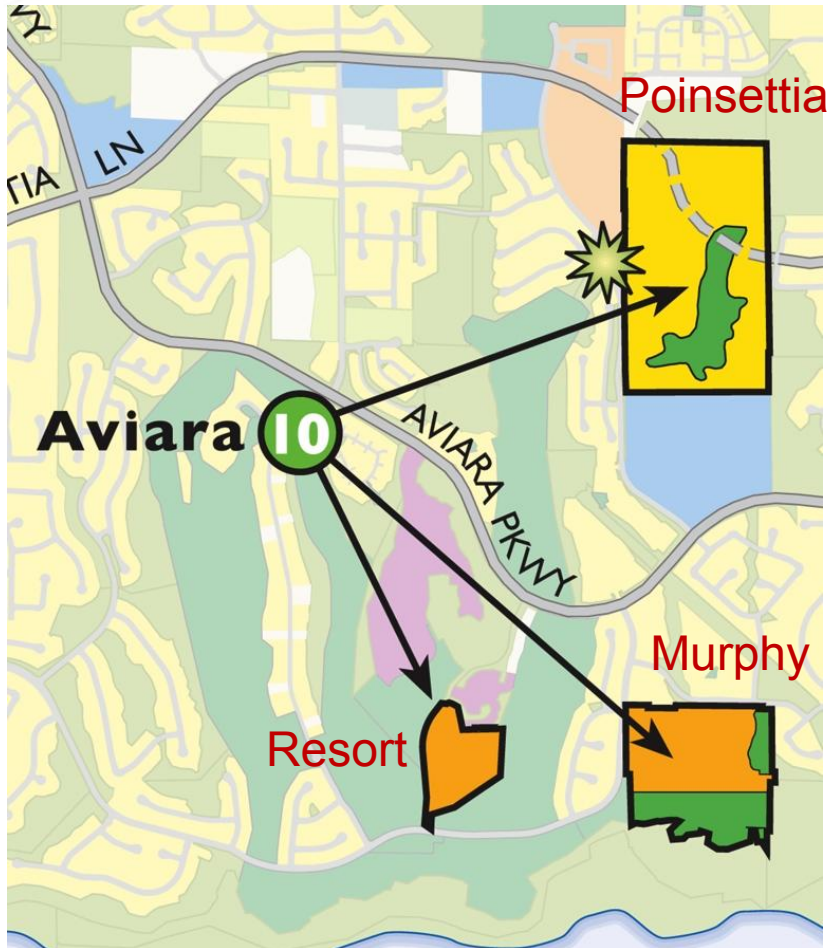
Update to  
reflect  
Ponto  
Vision Plan

# Focus Area 10: Aviara



N: 10% / O: 5% / Blank: 18%

# Focus Area 10: Aviara



## EC3 Recommendation:

- Aviara Resort site – Medium Density Residential
- Poinsettia Lane site - Concept A
- Murphy site – keep current residential density yield, but provide an increased open space buffer near the lagoon



Subject to HMP Constraints

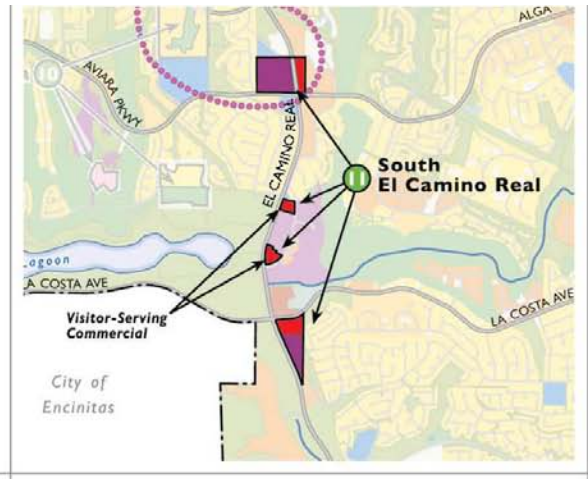
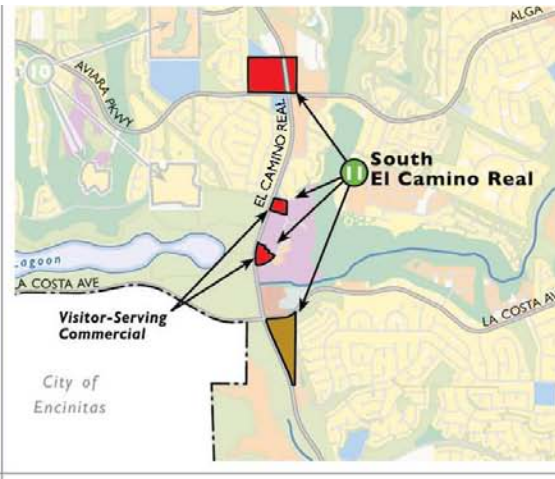
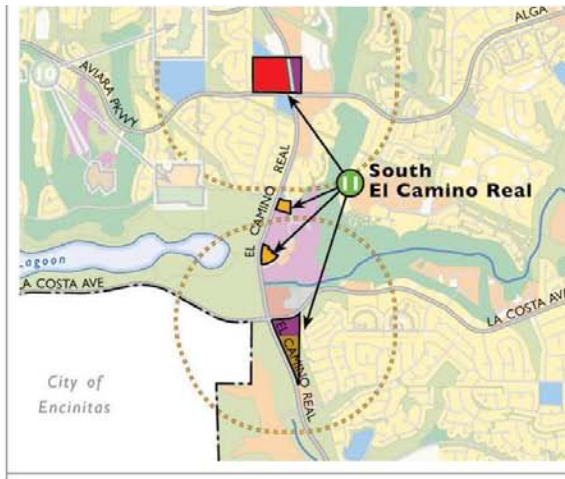


# Focus Area 11: South El Camino Real

14%

18%

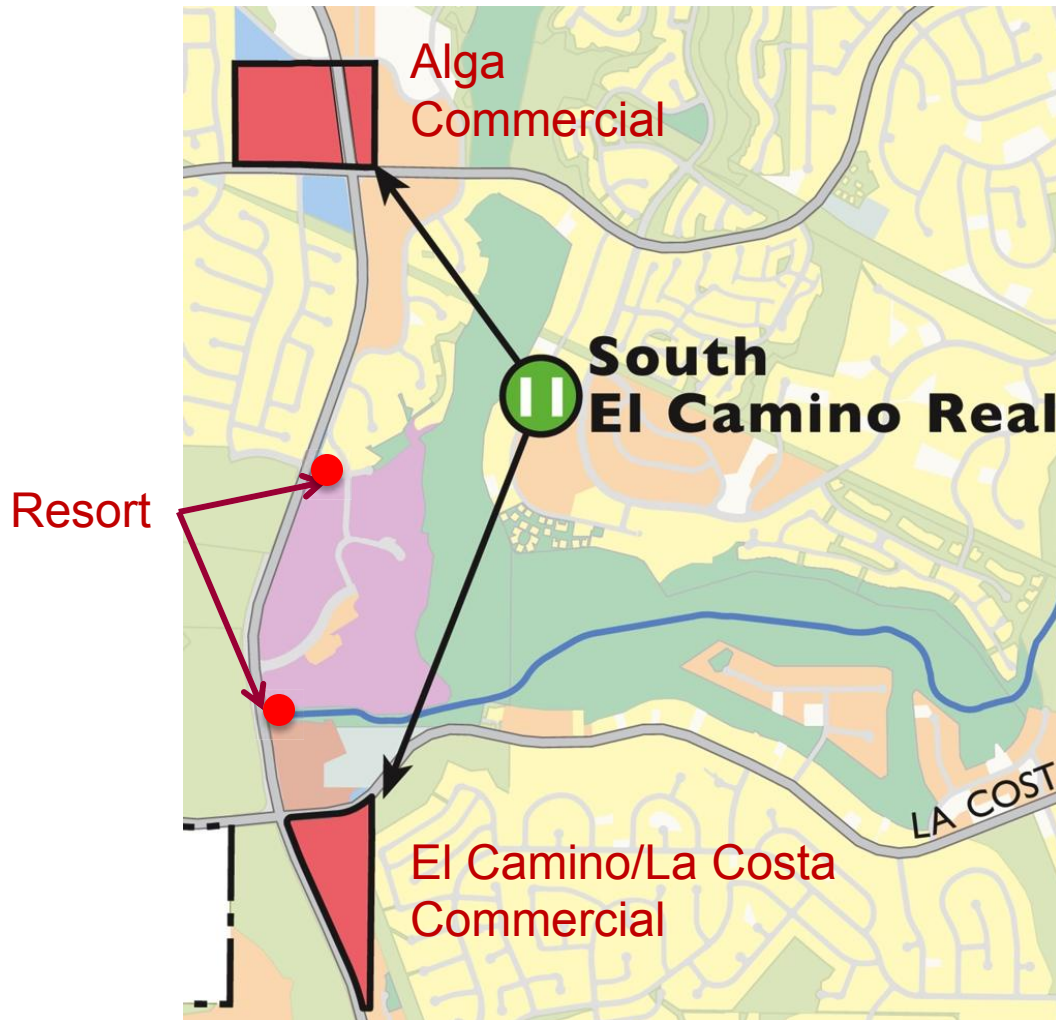
35%



N: 11% / O: 3% / Blank: 18%



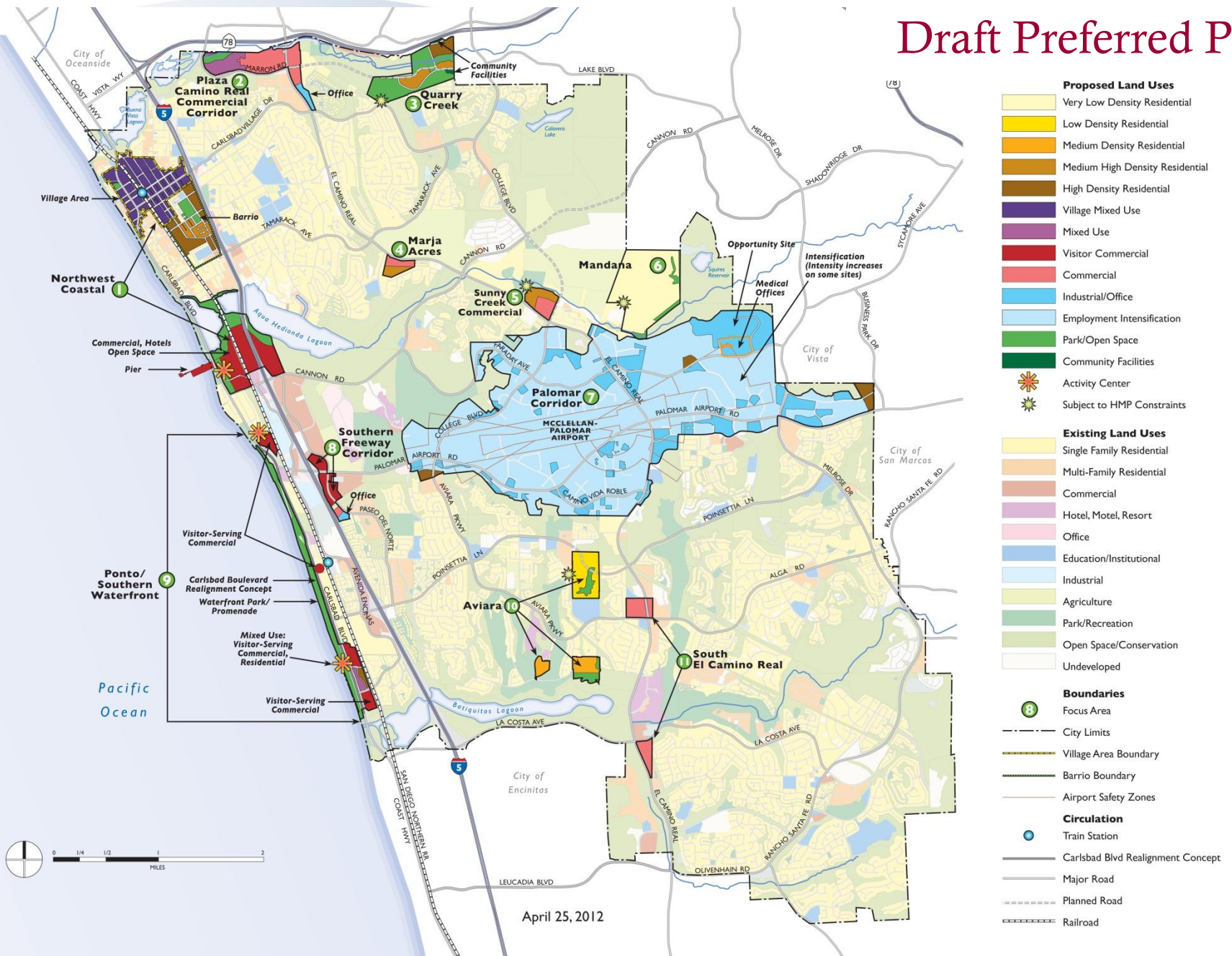
# Focus Area 11: South El Camino Real



## EC3 Recommendation:

- El Camino Real/Alga Commercial site - Concept B
- La Costa Resort sites – Concept B/C
- El Camino Real/La Costa Commercial site – Leave as is (all commercial)

## Overview: Draft Preferred Plan





# ENVISION CARLSBAD Draft Preferred Plan

## Proposed Land Uses

- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- Medium High Density Residential
- High Density Residential
- Village Mixed Use
- Mixed Use
- Visitor Commercial
- Commercial
- Industrial/Office
- Employment Intensification
- Park/Open Space
- Community Facilities
- Activity Center
- Subject to HMP Constraints

## Existing Land Uses

- Single Family Residential
- Multi-Family Residential
- Commercial
- Hotel, Motel, Resort
- Office
- Education/Institutional
- Industrial
- Agriculture
- Park/Recreation
- Open Space/Conservation
- Undeveloped

## Boundaries

- Focus Area
- City Limits
- Village Area Boundary
- Barrio Boundary
- Airport Safety Zones

## Circulation

- Train Station
- Carlsbad Blvd Realignment Concept
- Major Road
- Planned Road
- Railroad

# Public Comment



April 25, 2012

# ENVISION CARLSBAD Draft Preferred Plan

## Proposed Land Uses

- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- Medium High Density Residential
- High Density Residential
- Village Mixed Use
- Mixed Use
- Visitor Commercial
- Commercial
- Industrial/Office
- Employment Intensification
- Park/Open Space
- Community Facilities
- Activity Center
- Subject to HMP Constraints

## Existing Land Uses

- Single Family Residential
- Medium Density Residential
- Commercial
- Hotel, Motel, Resort
- Office
- Education/Institutional
- Industrial
- Agriculture
- Park/Recreation
- Open Space/Conservation
- Undeveloped

## Boundaries

- Focus Area
- City Limits
- Village Area Boundary
- Barrio Boundary
- Airport Safety Zones

## Circulation

- Train Station
- Carlsbad Blvd Realignment Concept
- Major Road
- Planned Road
- Railroad

# Planning Commission Discussion



April 25, 2012



# Focus Area 1: Northwest Coastal

## EC3 Recommendation:

- Concept B, except:
  - More OS on west side of power plant along Carlsbad Blvd.
  - No mixed-use east of 1-5/ Cannon



# Focus Area 2: Plaza Camino Real Commercial Corridor



## EC3 Recommendation:

- Concept B (west of El Camino Real)
- Concept C (east of El Camino Real)

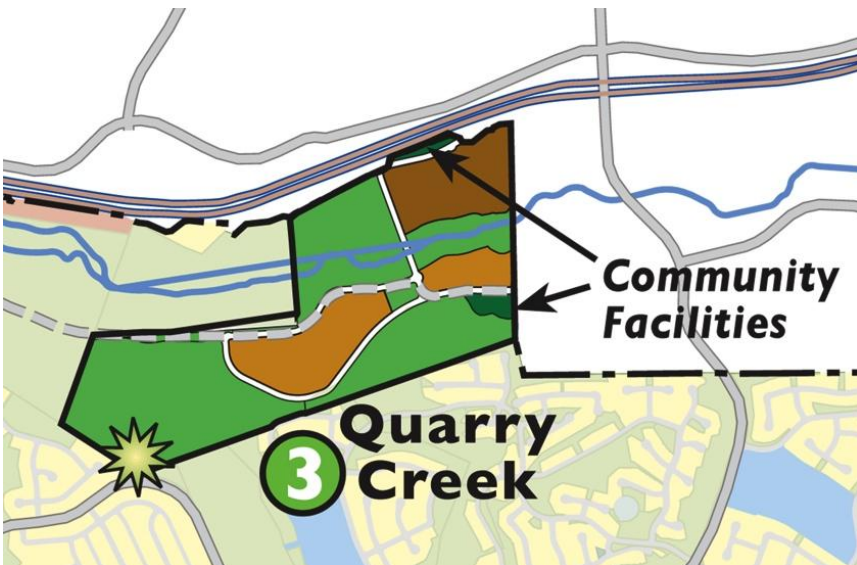
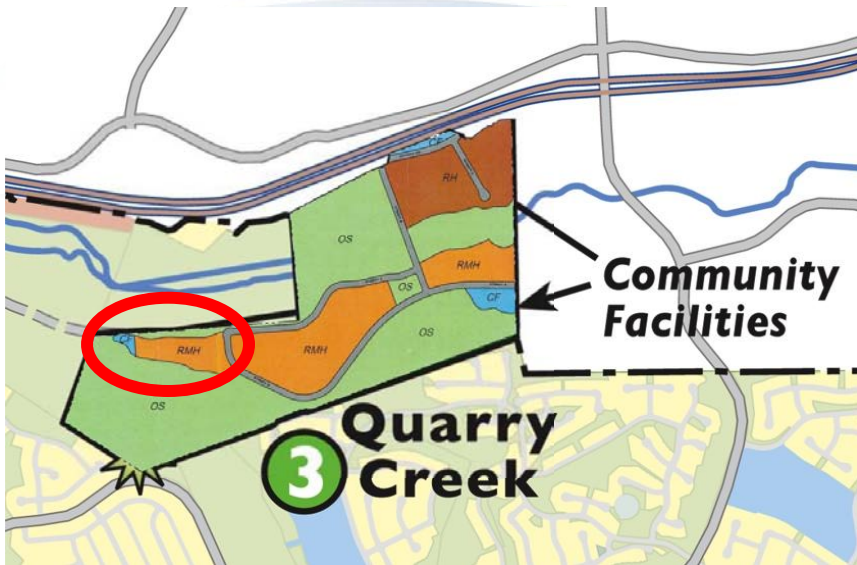
## Staff Recommendation:

- Change these parcels to Office
  - Existing designation
  - Avoid creating nonconforming uses

# Focus Area 3: Quarry Creek

## EC3 Recommendation:

- Modify Concept C to reflect the proposed Quarry Creek Master Plan, with the following exception:
  - Eliminate the furthest west area of medium density residential; units lost from this area should be relocated in other developable areas on the site.



Subject to HMP Constraints



# Focus Area 4: Marja Acres

## Focus Area 5: Sunny Creek Commercial



### EC3 Recommendation:

- Concept B/C



### EC3 Recommendation:

- Concept A



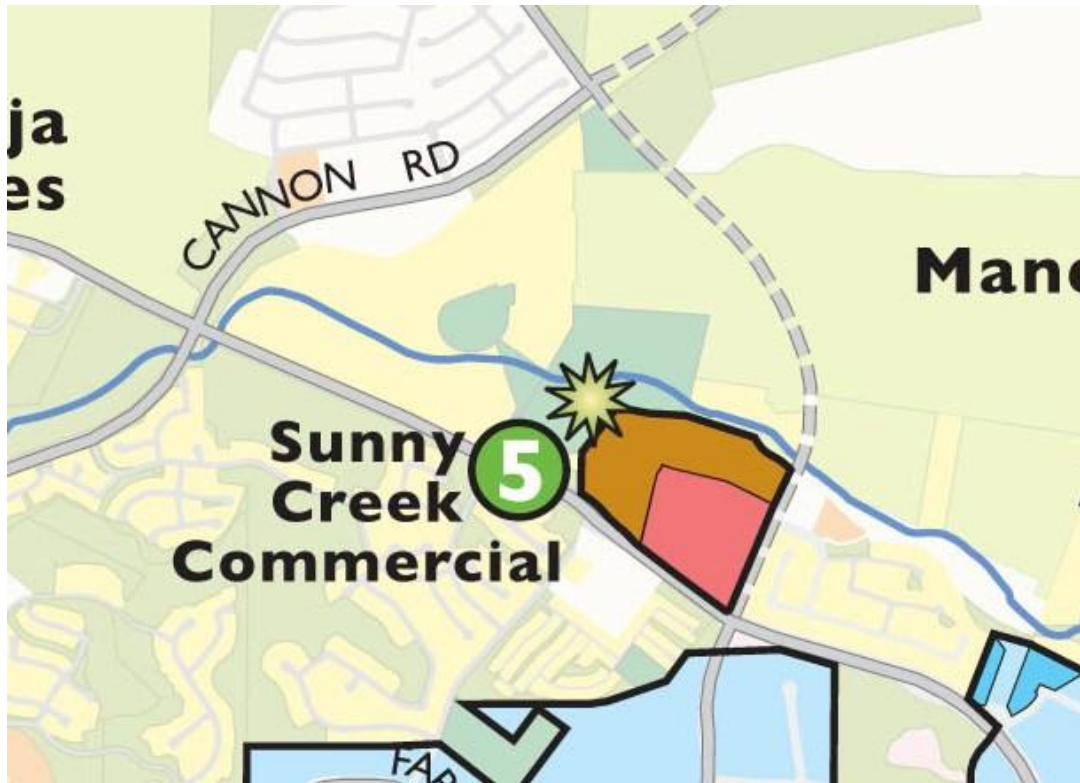
# Focus Area 4: Marja Acres



## EC3 Recommendation:

- Concept B/C

# Focus Area 5: Sunny Creek Commercial



## EC3 Recommendation:

- Concept A



Subject to HMP Constraints

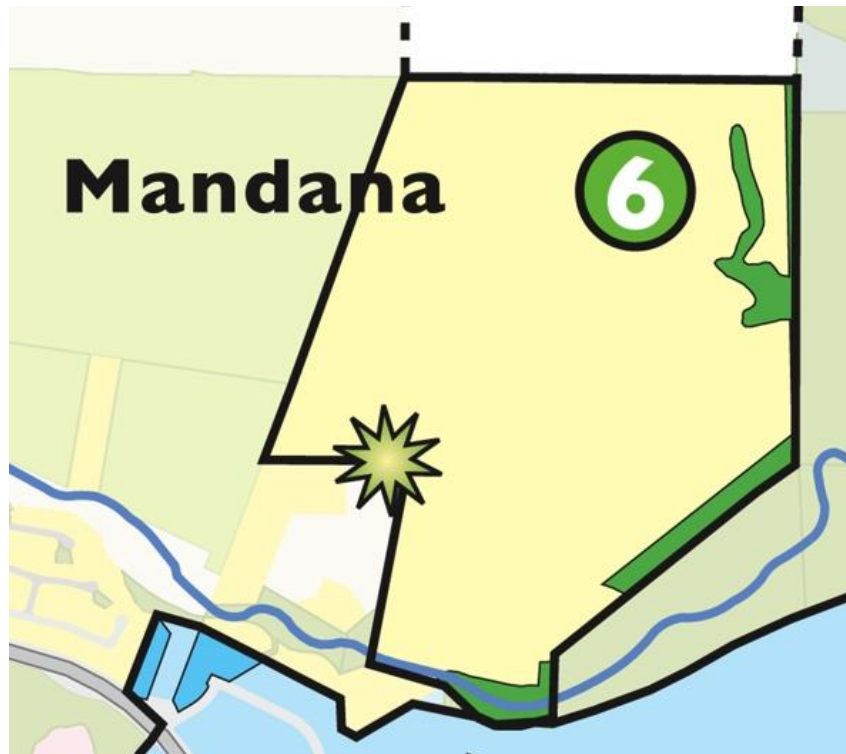
# Meta Housing Request



## Meta Housing Letter Request:

- Change site from Office to High Density Residential

# Focus Area 6: Mandana



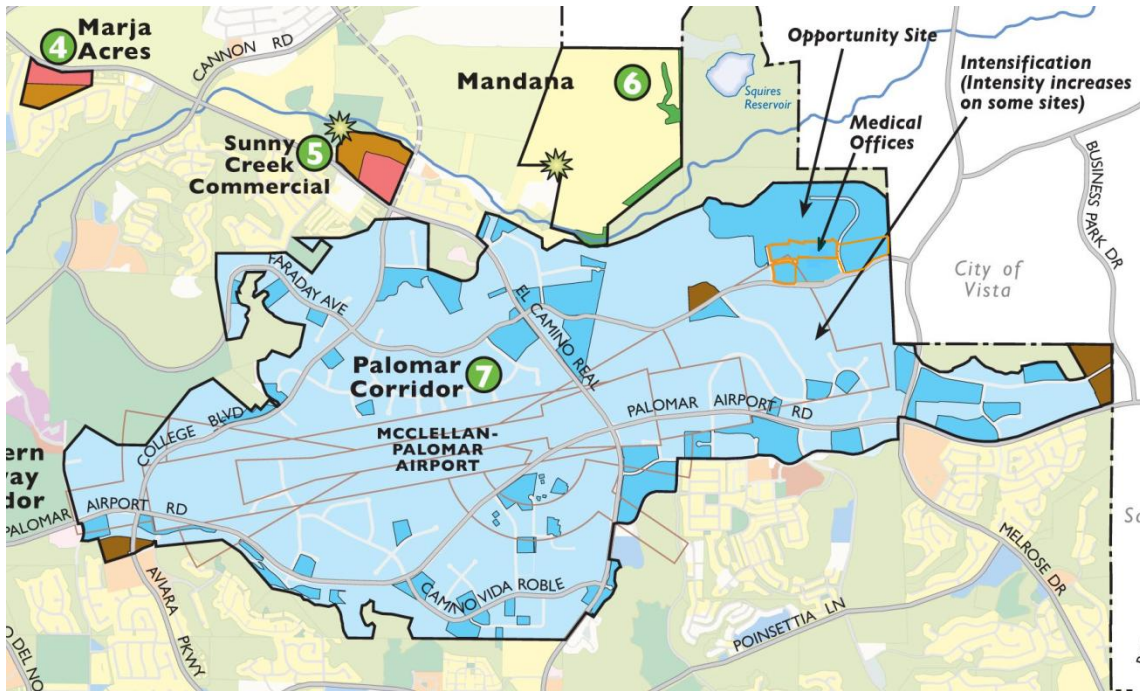
Subject to HMP Constraints

## EC3 Recommendation:

- Concept A/B/C – Leave and map as currently designated



# Focus Area 7: Palomar Corridor



## EC3 Recommendation:

- Concept B, except:
- Parcels at eastern city boundary – high density res. (Concept A)
- Oaks North Lot 1 – high density residential
- Aviara Farms parcels – high density residential
- Allow medical office on Oaks North Lots 4,5,7,8

# Kiroy Request



## Kiroy Letter Request:

- Allow office/medical office on Oaks North lots 4,5,7 & 8



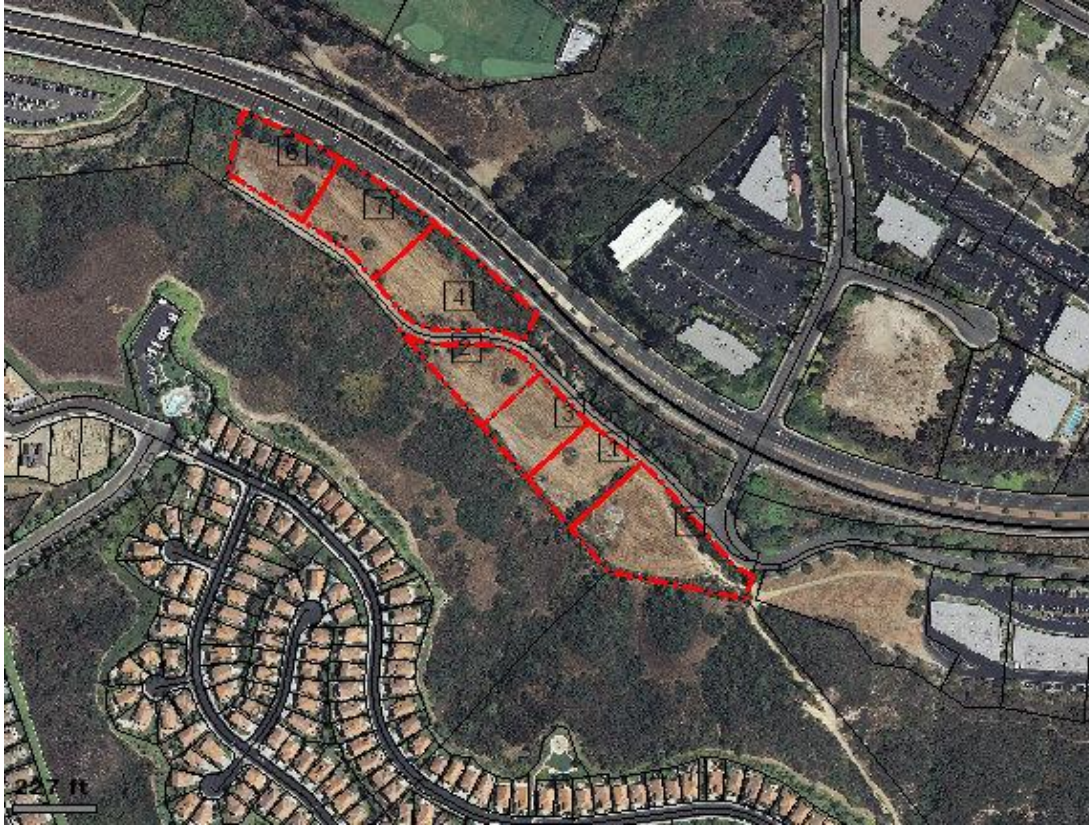
# Allen Group Request



## Allen Group Letter Request:

- Change land from Planned Industrial to Office

# Integral Communities Site



## Letter Request:

- Change land from Planned Industrial to High Density Residential



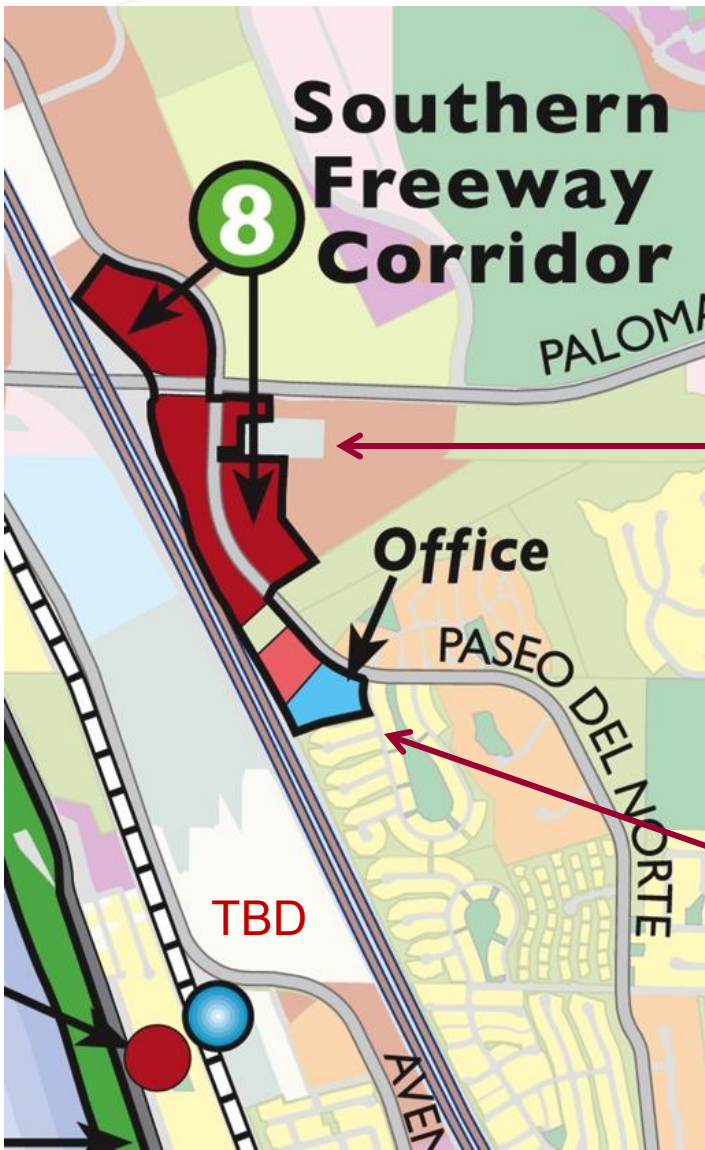
# Archstone Request



## Archstone Letter Request:

- Change land from Planned Industrial to High Density Residential

# Focus Area 8: Southern Freeway Corridor



## EC3 Recommendation:

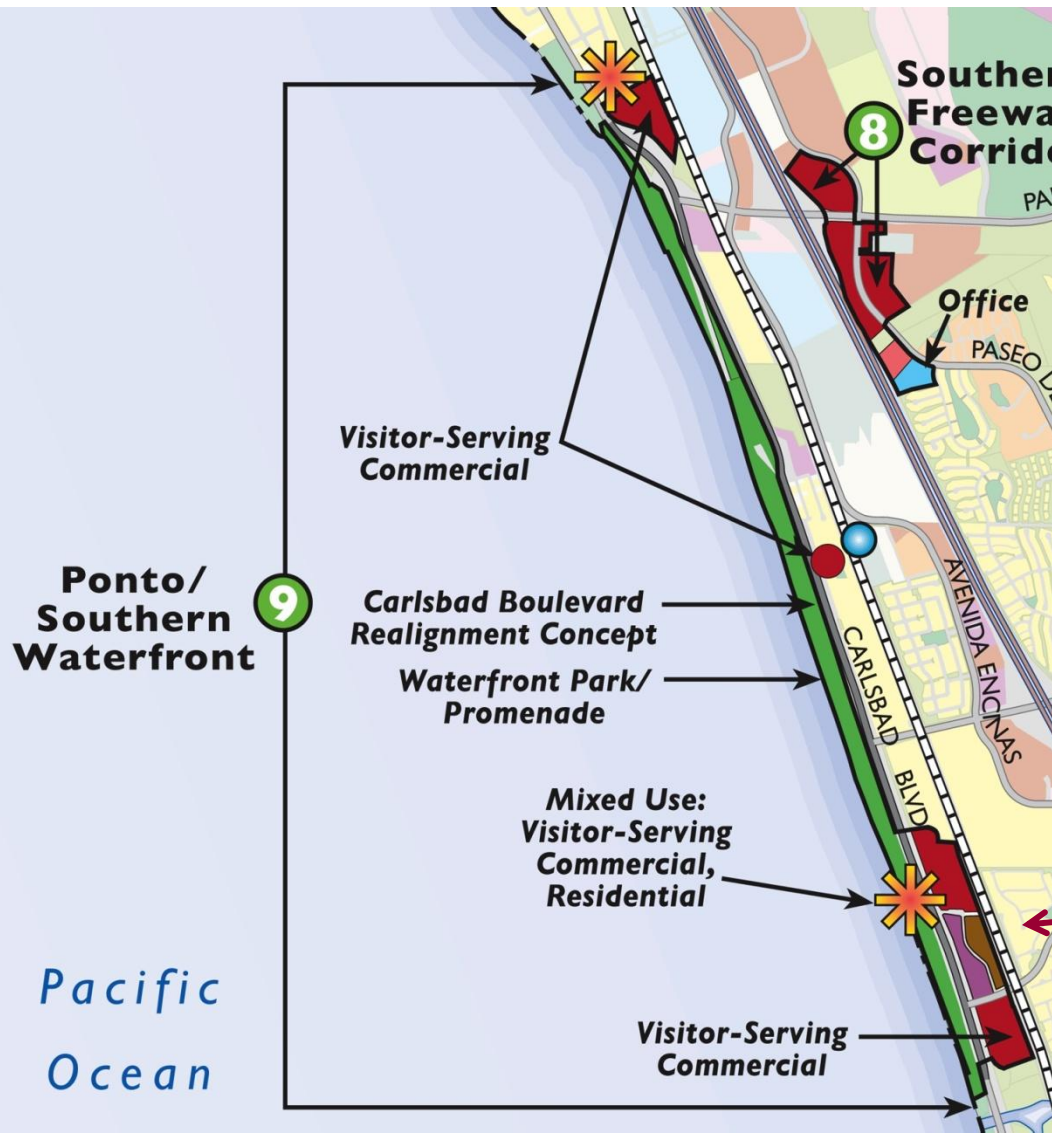
- Concept A, except Encinas site – Leave as currently designated until owner advises the city

## Staff Recommendation:

- Leave parcel as currently designated
- Change southern parcels to Commercial and Office



# Focus Area 9: Ponto/Southern Waterfront



## EC3 Recommendation:

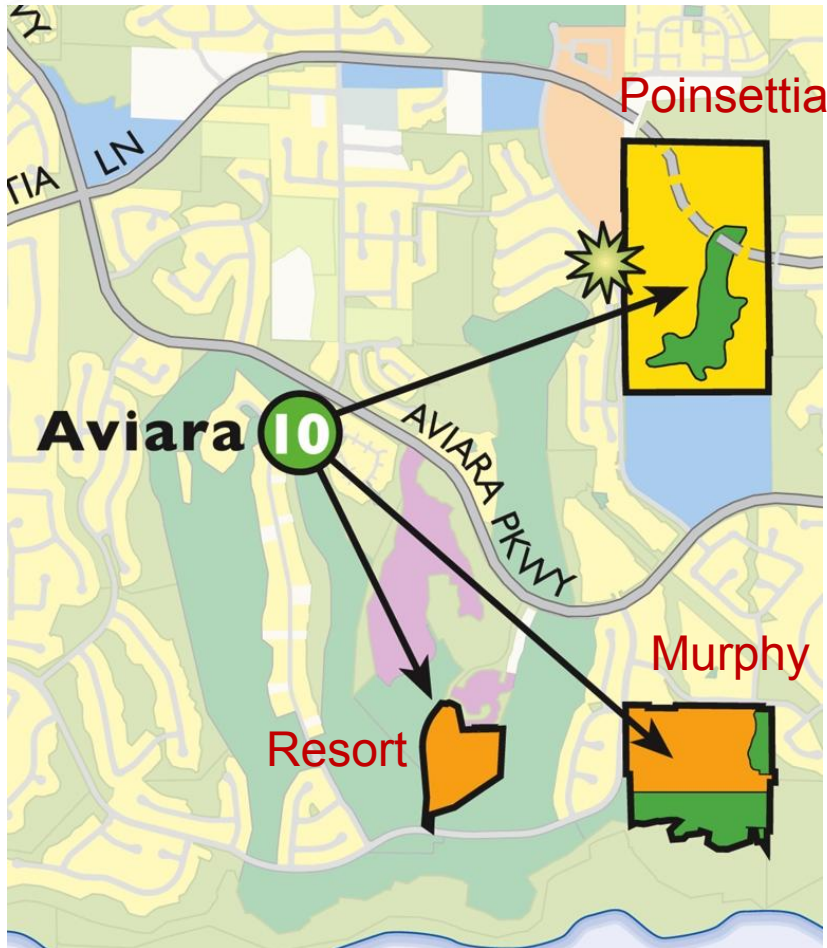
- Concept B

## Staff Recommendation:

- Update Ponto to reflect Ponto Vision Plan

Update to  
reflect  
Ponto  
Vision Plan

# Focus Area 10: Aviara



## EC3 Recommendation:

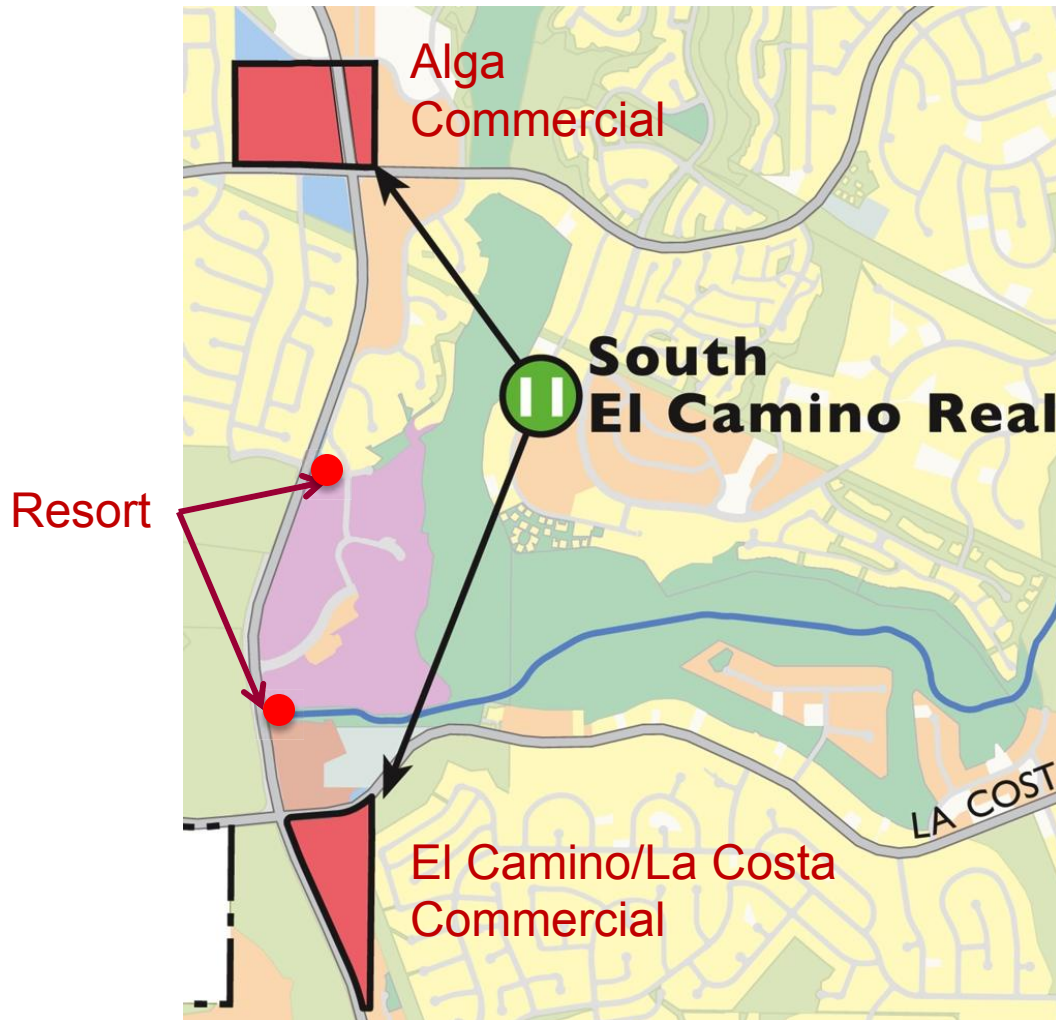
- Aviara Resort site – Medium Density Residential
- Poinsettia Lane site - Concept A
- Murphy site – keep current residential density yield, but provide an increased open space buffer near the lagoon



Subject to HMP Constraints



# Focus Area 11: South El Camino Real

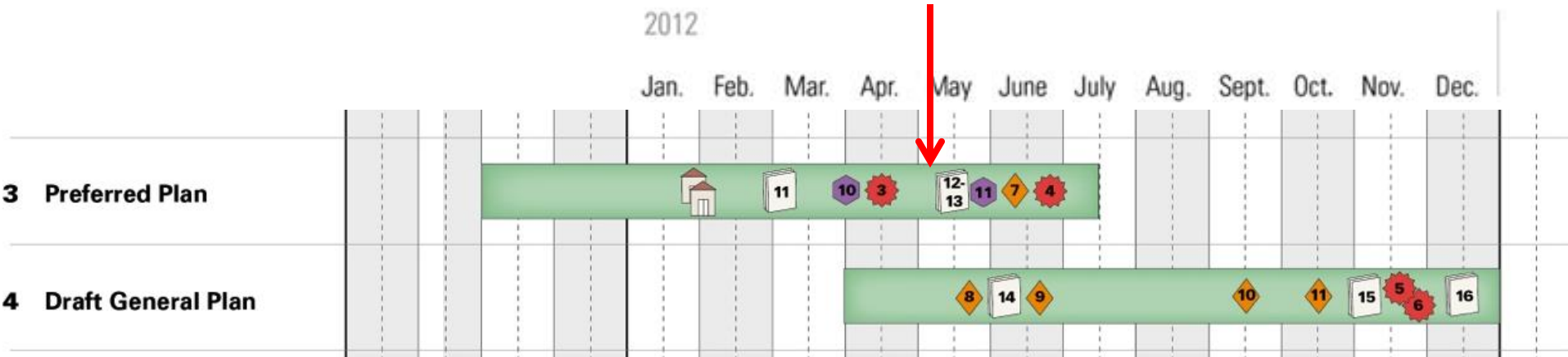


## EC3 Recommendation:

- El Camino Real/Alga Commercial site - Concept B
- La Costa Resort sites – Concept B/C
- El Camino Real/La Costa Commercial site – Leave as is (all commercial)

# Next Steps

We are here





# Envision Carlsbad Planning Commission

**Community Feedback Report:  
Land Use Concepts**  
May 2, 2012